

Council Projects, Programs and Policies Sorted by Category

Code Changes and Charter Reviews

- A** Review sign ordinance to limit political and/or private signs in City right-of-way - but must be carefully considered. Concern about business reaction and impact on ability to place art within public right of way.
- B** Review and consider modifications to residential zoning and related uses of schools and churches with a use permit.
- C** Increase fine for violation of handicap parking (Las Vegas is \$1,000).
- D** Pursue Charter amendment to lift residency requirement, allowing appointment of non-residents to some City task forces, commissions.
- E** Draft and pass some strong rental and occupancy ordinances. This might include lobbying at the state level for strong state laws regarding this issue.
- F** Review character area plans and consider adoption of relevant recommendations; consider neighborhood trail system plan for Desert Foothills.
- G** Seek zoning changes to allow garages in residential backyards.
- H** Streamline North Scottsdale character ordinances.

Council Procedures

- A** Immediately create procedure for review of Charter Officer's performance.
- B** Create accountability for performance/evaluation, e.g. financial performance of Scottsdale Airpark, WestWorld, re-development projects, the stadium, etc.
- C** Create a Public Safety City Council Subcommittee; also expand that overall discussion to explore which Council Subcommittees need to be added or disbanded.
- D** Consider creating subcommittee for General Plan review.
- E** Improve criteria/process for appointments to Boards and Commissions.
- F** Require Development Review Board hearings (on major cases) to occur prior to Council action and also require a "confirmation" hearing/action prior to issuance of construction documents to assure conformance to representations made at time of entitlement. But also need to carefully consider the wisdom of putting DRB approval at the beginning of the planning phase rather than at the end.
- G** Create open meeting (executive sessions) guidelines - check list approved by City Attorney.
- H** Tie past/existing studies into future planning, i.e. Which Way Scottsdale, General Plan, etc.
- I** Identify a step-by-step process to challenge a Conditional Use Permit.
- J** Provide additional office space for Council Members.

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Council Policy and Positions

- A** Aggressively support transit sales tax extension.
- B** Pending legislation (Prop 102)
- C** Conduct an annual public hearing on our legislative agenda so that the public is informed of City positions. Council should take action on this plan and consider whether any position taken by us representing Scottsdale might also undergo advanced Council discussion.

Economic Vitality

- A** Secure site and build new Giants Training Facility; keep the Giants in Scottsdale.
- B** Complete landscaping and streetscape improvements along McDowell and Scottsdale roads.
- C** Finalize operational plans, funding and move forward to build a successful Western Art Museum in Downtown Scottsdale.
- D** Continue pursuing revenue sharing discussions with the City of Phoenix. Scottsdale & Phx. can be a role model for the Valley. At a minimum, we need to work out a revenue sharing plan related to the Stacked 40's development. Convene workshop with City of Phoenix.
- E** Maintain our AAA bond rating.
- F** Within context of planning other citywide projects/needs, seek to expedite WestWorld and Center of the Arts renovations.
- G** Establish working partnership to identify, pursue, retain and organize Signature Events for Scottsdale - National Mud Mania/Automobile Month/Book Fair.
- H** Seek additional educational opportunities - ASU / Technical / Medical. Need to consider, do we have the needed staff skills/expertise to pursue these opportunities.
- I** Focus on WestWorld, i.e. review Master Plan; review mission/management/objectives
- J** Reconsider Pima corridor.
- K** Create Literary Walk of Fame - Waterfront.
- L** Consider cost/benefits of running the city as a number of separate "enterprises." Ensure financial efficiency.
- M** Further investigate opportunities to add worker-level housing.
- N** Invest in technology infrastructure upgrades (i.e. fiber optic lines, broad band for phone, TV, video, internet, etc.).

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Open and Accessible Government

- A** Secure CityCable 11 technology in order to allow Mayor and Council and other B&C meetings to be conducted and aired live at alternate locations throughout the city.
- B** Create neighborhood meetings where Mayor and Council can be present; must be issues focused and tailored for each neighborhood. Learn from former open houses and meetings we've conducted in the past to make these as meaningful and well attended as possible.
- C** Describe use and goals for City's Call Center - how will that technology will be used? Need to ensure we centralize and enhance direct communications with citizens.
- D** Consider establishment of village/district planning committees.
- E** Complete Phase 2 of Strategic Action Plan.
- F** Consider all mail ballot elections for Scottsdale.
- G** Re-evaluate elimination of Downtown Scottsdale Partnership. Business owners need to be better represented.
- H** Ask for suggestions by employees - cost savings/problem solving.

Parking and Circulation (Transit, Vehicular, Bicycle, Pedestrian)

- A** Improve downtown parking situation, i.e. simplify/unstrangle parking credits system, come up with a better approach to dealing with small business improvements, look at the entire area, include bike parking.
- B** Continue expanding transit services in Scottsdale, i.e. shuttles, buses. Transit system plan needs added focus on service to Airport (Scottsdale/PHX) East/West - North/South.
- C** Strengthen bicycle and pedestrian planning/program, i.e. make it a routine consideration as part of case review; improve parking guidelines and pursue ordinance amendment; update bike plan; prepare pedestrian plan; integrate trip reduction plan; create safe routes to school/improved education and safety programs; participate in annual bike/walk week. . other promotional activities.

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Preservation (Sonoran Desert, Natural Resources, Character)

- A** Consider avenues for even more aggressive water conservation, i.e. encourage the use of more xeriscaping, eliminate as much grass as possible at schools, homes, parks, city, football & soccer fields, expanded use of recycled water features.
- B** Pursue state land reform in order to ensure Scottsdale can acquire state lands for our Preserve.
- C** Secure gateway access for the Preserve - near Pima/Bell/Dynamite.
- D** Secure the two “postage stamp” State Land parcels at the southwest corner of Pima and Dynamite.
- E** Create strategic plan for preserve land purchase and security.
- F** Expand Green Building program; at a minimum reach "Gold Standard."
- G** Create a long-term and comprehensive program to bury utility lines.
- H** Consider adopting a policy (independent of legal questions) to not abandon GLO patent easements within the Foothills Overlay area in order to preserve open space and encourage/protect equestrian activity in that area. Brief new Council on

Public Safety

- A** Create Municipal Fire Department and provide Emergency Medical Services by July 2005.
- B** Create a plan to purchase and operate Police Helicopter.
- C** Build on existing program to identify ways to increase how we utilize trained CERT volunteers.
- D** Pursue additional photo radar usage in Scottsdale and along the freeway.

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Southern Revitalization

- A** Create plan for Villa Monterey golf course.
- B** Continue and further enhance efforts to revitalize residential and commercial areas of Scottsdale, south of Indian Bend Road.
- C** Expand Code Enforcement; improve staff follow-up/follow-through.
- D** Consider establishment of neighborhood conservation/planning improvement, i.e. similar to Phoenix, not necessarily historic, make available matching grants, other benefits.
- E** Create a comprehensive downtown/urban design plan, i.e. design guidelines, building and massing recommendations, parking plan, transportation/transit/bike/ped/trolley/TM recommendations, public art, open space, streetscape update/renovation, land use intensity, edges and linkages, residential amenities/urban neighborhoods, business retention/revitalization, re-look and redefine districts (include entertainment district/area), public safety infrastructure, event venues, community and cultural facilities.
- F** Continue implementation of ASU-Scottsdale Center for New Technology and Innovation, i.e. improve site aesthetics through grading, landscape improvements, litter/debris pickup, and meet first deadline of constructing first 150k square feet before August 2006.
- G** Expand public art ordinance to include major downtown residential projects and to include major development projects outside the downtown; consider other changes.
- H** Create procedure for planning and design at former Los Arcos, i.e. integrate our six acres into planning of the whole, coordination with ASUF on architect selection for Center, integration with neighborhoods, link to alternative transportation facilities (bike/walk/transit), expand study area to include immediate surroundings, community purpose/benefit, maximize spin-off to S. Scottsdale area.
- I** Create an area/character plan for south Scottsdale, i.e. neighborhood planning and revitalization, on business retention and support, linkages to Tempe, IBW, Papago Park area, freeway corridor, downtown, and character for and linkages to the community core.
- J** Move Stagebrush Theater downtown to arts/theater area. Reassess critical services at McDowell Village.
- K** Pursue involvement in Papago Salado efforts.